Handout Two
Quantitative Methods

Things You Can Count	Examples	Ways to Count Them	Examples
Characteristics	• Demographics • Socioeconomic Factors • Disease incidence • Interests, needs, desires	• Existing data • Questionnaire	Example: Customer Service requests (Existing Data) • Favored modality (face-to-face; electronically) • Important topics • User demographics Example: Use of Library (Questionnaire) • What library resources do you use? (check all that apply)
Usage	• Facilities use • Electronic Resources use • Attendance rates	• Library records • Web Usage statistics	Example: Use of print materials in house • # shelved Example: Use of Consumer Health Web Site • Page views • Visits/sessions • Unique visitors • First visits or sessions • Repeat visitor • Bounce rates/% exits

Things You Can Count	Examples	Ways to Count Them	Examples
Performance	• Knowledge and skills	• Test scores or performance ratings by experts	Example: Be able to locate health information: • Quiz participants on locating information about a prescription drug
	• Health indicators	• Medical tests	Example: healthy heart • Blood pressure reading
	• System performance	• Usability	Example: user information access • Ejournal license availability
Reactions	• Attitude • Satisfaction • Service Quality • Needs/Desires	Scales Checklists	Example: evaluation questionnaires after training Example: MLA form we must use for CE credit
Change over time	Changes over time in • Characteristics • Usage • Performance • Reactions [All above can change over time]	Calculate the difference between multiple measures taken at various points in time:* • A baseline measure (before changes are implemented) • One or more identical measures in the future	Example: Change in Web site use after outreach efforts: • # of "first session visits" one month prior to training • # of "first session visits during month of training"